

We Claim:

1. A method of producing a transgenic male fertile plant comprising a nucleotide sequence of interest, comprising
 - a) providing a male sterile plant comprising a male sterility nucleic acid operatively linked to a heterologous promoter flanked by recombinase sites;
 - b) transforming said male sterile plant with a vector comprising a nucleic acid encoding a recombinase and the nucleotide sequence of interest flanked at both ends by recombinase sites;
 - c) expressing the nucleic acid encoding the recombinase in the plant; and
 - d) identifying the transgenic male fertile plant by selecting for the plant that forms seeds by self-pollination.
2. The method of Claim 1, wherein said male sterile plant is Brassica.
3. The method of Claim 1, wherein said male sterile plant is *Brassica napus*.
4. The method of Claim 1, wherein said recombinase is selected from the group consisting of Flp, Cre, ϕ C31, R, Gin, and β -recombinase.
5. The method of Claim 1, wherein the heterologous promoter is a pollen-specific promoter.
6. The method of Claim 1, wherein the male sterility nucleic acid comprises a nucleotide sequence encoding a polypeptide selected from the group consisting of barnase, protein inhibitors, DNases, RNases, proteases, enzymes involved in phytohormone synthesis, and disrupter proteins.
7. A method of identifying a transformed plant, comprising:
 - a) providing a vector comprising a nucleic acid encoding a recombinase and a nucleotide sequence of interest flanked by recombinase sites;
 - b) introducing said vector into a plant cell derived from a male sterile plant comprising a male sterility nucleic acid operatively linked to a heterologous promoter flanked by recombinase sites;
 - c) regenerating a plant from said transformed plant cell; and

- d) identifying a plant from step c) that forms seeds by self-pollination, such that said identified plant is transformed.
8. The method of Claim 7, further comprising an earlier step of transforming a male fertile plant with a male sterility nucleic acid operatively linked to a heterologous promoter flanked by recombinase sites to create a male sterile plant.
9. The method of Claim 7, wherein said male sterile plant is Brassica.
10. The method of Claim 7, wherein said male sterile plant is *Brassica napus*.
11. The method of Claim 7, wherein the recombinase is selected from the group consisting of Flp, Cre, ϕ C31, R, Gin, and β -recombinase.
12. A vector comprising a nucleic acid encoding a recombinase and a nucleotide sequence of interest, flanked by recombinase sites.
13. The expression vector of Claim 12, wherein the recombinase is selected from the group consisting of Flp, Cre, ϕ C31, R, Gin, and β -recombinase.
14. The expression vector of Claim 12, wherein the nucleotide sequence of interest is an altered Als nucleic acid that results in a plant's increased tolerance to imidazolinone herbicides when the altered Als nucleic acid is expressed in the plant.